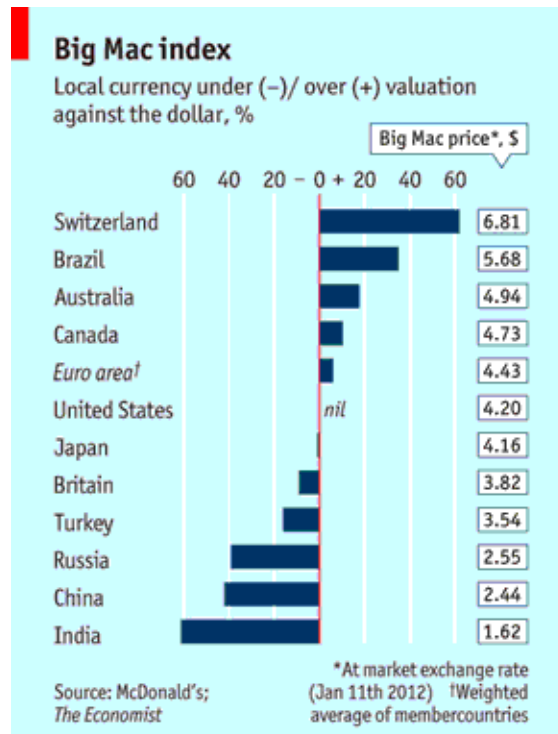


Big Mac index

Jan 14th 2012 | from the print edition

- [Tweet](#)



For more countries see our ["Graphic detail"](#) blog

The Economist's Big Mac index is based on the theory of purchasing-power parity: that, in the long run, exchange rates should adjust to equal the price of a basket of goods and services in different countries. Our basket consists of one McDonald's Big Mac, and we've compared it with the average price in America, \$4.20. According to our burgeronomics, the Swiss franc is 62% overvalued: the exchange rate that would equalise the price of a Swiss Big Mac with an American one is 1.55 francs to the dollar; the actual exchange rate is only 0.96. The cheapest burger is found in India, where it costs just \$1.62. Big Macs aren't sold in India, so we've taken the price of **a Maharaja Mac, made with chicken instead of beef.**